

"Whoop'em Up."

TIMES ARE TIGHT AND money is "scarce," but we continue to have a good trade just the same. No dull times when prices are below zero.

"We Are in the Swim,"

AND THE GOOD PEOPLE of this vicinity have long since found this out.

Sample Shoes "Do Move,"

AND WE ARE HERE TO move them. We have Shoes to suit all classes. Fine Shoes, Medium Shoes and sorry Shoes, Shoes for one and all.

JUST GIVE US A CALL.

Yours to save,

ROANOKE SHOE CO.

No. 13 S. Jefferson St.

F. J. BURT, Manager.

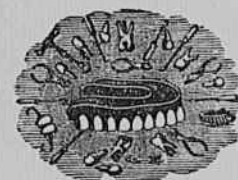
THE ROANOKE STEAM DYE WORKS,

J. A. DEVON, Proprietor,

Is the only reliable Dyeing and Scouring establishment in the Southwest. All others advertised as steam dye works are fakes. Beware. Be sure to send for us. Ladies' and gent's goods dyed and cleaned to perfection. Ladies' Sailor Hats Dyed Black to look new. Don't forget our number,

110 CAMPBELL ST.,

'Phone 229. Roanoke, Va.



Dr. J. W. Semones

Dentist,

132 Salem Ave.

Over Traders

Loan & Trust Co

Stylish Cutaway Suits!

They Are Here Ready to Put On.

You can wear them every day or Sunday. Clothes don't make the man, but they stamp the man as the mint stamps the coin, and shows it genuine. Wear our Clothing and you will think more of yourself and be more thought of by others. These Cutaway Suits have to be

Cut Away Prices

So that every man can afford a new Suit. We have put a price on the Clothes that can't help making them popular. When your thoughts turn to Clothing let them wander our way. We have the variety—we have the style—we have everything you'll find in a first-class store. It costs nothing to look.

—THE—

MEALS & BURKE
Clothing Company.

112 Salem Ave. 205 Henry St.

C. B. MEADOR'S,

South side Market Square, invites your attention to his full and complete line of

Groceries, Provisions, Confectionaries, Country Produce and Mill Feed.

—Also a complete line of—

BOOTS AND SHOES.

LOW PRICES FOR CASH.

—FOR—

Prompt Delivery and Good Work

Send to the Old Reliable,

ROANOKE STEAM LAUNDRY,

GEO. W. AMMEN & CO., Props.

PHONE 116. 129 KIRK AVE., S. W.

THE TIMES one-cent-a-word column brings good returns. Try it once.

A NEAT advertisement catches the eye of the people. Try THE TIMES.

We Have

More Type
More Presses
More Floor Space
More Paper Stock
More General Machinery
More Labor-Saving Appliances



Better All-Round Facilities
Results Talk

AND More Use for Them

Than any Similar Establishment in Southwest Virginia

The Stone Printing and Manufacturing Co.

Opposite Hotel Roanoke

Edw. L. Stone, President

ROANOKE, VA.

PERSONAL.

Harry Crowder, who spent several days in Roanoke, left for Chicago, his home, yesterday.

W. J. Cromer, of the car record office, Norfolk and Western Railroad Company, is spending his vacation in Winston-Salem.

Miss Eugene Tebault left yesterday afternoon for Lynchburg, where she will spend a week or so.

Mrs. Mattie E. McNease, of Union, S. C., is visiting her parents, Mr. and Mrs. Barnes, on Belmont hill s. e.

Mrs. Jno. E. Peck left on the noon train yesterday to visit friends in Nelson and Augusta counties.

Miss Lullie V. Peck returned yesterday after visiting friends in Lynchburg during the summer.

Mrs. L. J. Moore and daughter, of Newbern, N. C., are visiting Mrs. Moore's sister, Mrs. C. C. Talliaferro, on Ninth avenue s. w.

A. L. Johnson, an extensive grocery dealer of Petersburg, who has been visiting friends here for several days, returned home last night. He was much pleased with his visit to Roanoke.

Miss Alma Bare, of Augusta county, is visiting Mrs. J. H. Witt at 616 Franklin road.

W. E. Thomas, clerk of Council, was confined to his home yesterday by illness.

Miss Evelyn Chapman, of Norfolk, and Miss Gladys McCauley, of Salem, are visiting the family of A. S. Asberry.

Samuel Moorman, of Cloverdale, was in the city yesterday.

Mrs. M. Harrison is in Baltimore, spending a month with her parents.

Charles "Ross" Ludwig, of the Norfolk and Western offices, left last night for a ten days' sojourn in Botetourt county.

Prof. S. Spelden Handy returned yesterday from a visit to Clifton Forge.

W. J. Brown, of Abingdon, was in the city yesterday.

C. D. Osborn, of Radford, was in Roanoke yesterday.

Hon. Phil F. Brown, of Blue Ridge Springs, paid a flying visit to Roanoke yesterday.

Luther Inge, formerly an employee of the Norfolk and Western, but now connected with the Southern, and located in Washington, paid a short visit to friends in Roanoke. He left yesterday morning for Richmond and will report for duty to-morrow morning.

Prof. Clyde Portlock, of the Danville Military Institute, was in Roanoke yesterday.

Judge A. E. King has gone to Fluvanna county to spend a few days with his family, who are summering there.

A SLIGHTLY used Mason & Hamlin organ for sale cheap and on easy payments at Hobbie Music Co.

VA. COLLEGE FOR YOUNG LADIES

The Session Begins September 12, 1895.
List of the Faculty,

The next session of Virginia College for Young Ladies will begin on Thursday, September 12, and the prospects are that the attendance will be much larger than last year. Old pupils will return in large numbers and many new ones have already matriculated. While the number will be large ample arrangements have been made for the accommodation of boarding pupils and a splendid corps of teachers have been engaged. The course of instruction is thorough and complete, and the facilities for study are all that any educational institution of the South can boast of. The faculty is composed as follows:

Government.—Mrs. J. S. Boatwright and Miss Mattie T. Harris, principals. Miss Lizzie J. Gibson, governess of department.

Department of Science and Literature.—Prof. Thos. Davidson, Biblical instructor. Prof. Thos. D. Davidson, Ph. D., A. M., Princeton University, mathematics, Latin, chemistry and physics. Anne Ethridge, Vassar, English language and literature. Lizzie J. Gibson, mathematics and history. Mrs. M. Alice Harris, preparatory department. Lois V. Corpore, M. A., French, German and Latin. Mary E. Moore, elocution. Annie Lyons, preparatory English. Doria Easterlin, librarian.

Department of Music and Art.—Prof. R. E. Henningsen, Halle, Germany, director of music, piano, organ and chorus class. Adella T. Corpore, piano, guitar, harp, banjo and mandolin. Dona Bailey, piano. Ruth Coleman, piano. Frances Field, supervisor study hall. Mrs. Elizabeth B. Silverthorn, Boston Conservatory of Music, and Milan, Italy, voice culture. M. V. Allison, piano practice. Mrs. Katherine T. Bunn, private masters. New York Art League, and schools of Paris, painting and drawing. Mary E. Moore, calligraphy and physical culture.

Business and Domestic Department.—Prof. Thos. D. Davidson, Ph. D., A. M., Princeton University, bookkeeping. Annie Lyon, stenography and typewriting. J. S. Boatwright, business manager. Mrs. Mary E. Means, domestic supervisor. Mrs. E. H. Stewart, matron; Leigh Buckner, M. D., attending physician and musical director.

CLEAN food and clean teeth create good appetites. Our "Crown Tooth Wash" is most delightful, cleansing and polishing the teeth while it strengthens the gums. For sale only at Christian-Barbee Drug Store.

FRESH oysters received fresh every day at Catogni's.

EVERYBODY knows H. C. Starkey & Co., the coal and wood men. Also flour and feed. 'Phones 75 and 105.

To Close Business.

Take Notice That the Elegant and Well Assorted Stock of
THE SOLOMON JEWELRY COMPANY

Will be closed out at and below cost. It will pay you handsomely to examine this stock before purchasing elsewhere.

STORE FOR RENT. - - - - - FIXTURES FOR SALE.

Points on Advertising!

Occasional advertising will bring occasional business—constant advertising brings constant business.

It's a bad way to test the value of advertising by advertising something people don't want.

Your advertisement is the news from your store. See that it is readable enough to command more than a casual glance.

An ad. ought to attract attention by its typographical appearance, and then hold that attention by its logic.

Funny ads. may amuse; but you're not in business for fun. Let the same business principles rule; your ads. that control your store.

Truthfulness is a jewel that loses none of its preciousness in an advertisement.

A man who makes false statements in his ads. isn't likely to be believed when he does tell the truth.

Faith in advertising has made many a man's fortune.

Every business man should insist upon his employees reading the firm's ads.

Ads. won't sell goods, but they will bring people to your store. When they do that they fulfil all the requirements of a good advertisement.

When you advertise seek the best medium. The newspaper that reaches the greatest number of cash-paying customers is the best medium.

SIGNS

WILL A. CARR, the Roanoke Sign Writer, has returned from Baltimore, Md., and is prepared to furnish all kinds of signs on short notice. Office over Roanoke Bottling Works.

YOUNG LADIES' COLLEGE,

BUENA VISTA, VA.
Opens September 16. Expenses exceedingly moderate. First-class in all its appointments. Rev. J. I. MILLER, President. 9 8 11

When Baby was sick, we gave her Castoria.
When she was a Child, she cried for Castoria.
When she became Miss, she clung to Castoria.
When she had Children, she gave them Castoria.

YOST, FORRER CO.

(LIMITED).

Next door to Postoffice, have a complete stock of fine

BUGGIES,
CARRIAGES,
PHETONS,
ROBES,
WHIPS, ETC.

—CALL IN AND SEE OUR SPECIAL—

SAFETY BUGGIES.

HAM AND EGGS, TWO CENTS.

Cheap enough and good enough, but it's Dry Goods we are talking to-day. After a few weeks' rest we are ready to put before the public, through this medium, some of the rarest good values ever offered by any reputable house. READ UP ON US week after week. We will have just such things as you will need and our announcements cannot fail to interest. For MONDAY we have some PLUMS. Try them, they are nice. Read about them below:

Dress Goods Department.

We mention here just a few of the friend-makers we have recently put in to start the fall trade with. See them for they will surely do you good.

Black and Navy Mohair Brilliantine, very heavy grade, "all the rage" just now, for separate skirts and "Blazer" suits—40 inches wide, should be 75c—we will sell all the more by making it only 62½c.

One lot Black Broadcloth Mohair Brilliantine, very pretty designs, 40 inches wide and worth 50c, only 37½c.

One lot same in finest grade, 40 inch, at 50c.

52 inch Black Plain Mohair Brilliantine should be 37½c in this width, only 50c.

One lot 45 inch very fine French Jacquards in Black, lovely designs and the height of fashion, positively worth \$1 a yard—such strong value is seldom seen—only 59c a yard.

A Surprise for You.

A very fine French Serge, full 50 inches wide, all fine wool—as good and as pretty as you ever bought for \$1 a yard—in black only—call Monday and see it at 59c.

38 inch all wool fine Black Henrietta, very pretty, just like you have been paying 50c for. Call and see how it looks at only 29c a yard.

One lot 40 inch all wool fine French Serge in the pretty Scotch Plaids—Plaid waists, you know, are to be quite "the go"—formerly 75c, now 45c a yard. Ask to see these pretty bright Plaids at 10c and 12½c.

Cloths for Capes.

Seize time by the forelock and make your new Cape so that you will have it ready when you need it. The evenings are already quite cool.

52 inch Black and Tan Ladies' cloth worth 75c at 59c.

52 inch Black and Tan Ladies' cloth worth \$1 at 75c.

52 inch Black Victoria Cloth for capes \$1.00.

52 inch Black Broadcloth, extra finish, \$1.50.

50 inch Black Novelty "Waffle" Cloth for capes \$1.25.

That Coat and Vest

Are good enough to start the season with but the pants are a little "sleazy." Let us sell you the cloth for new ones and save you a dollar or two. Some real good things in strictly all wool Cassimeres at only 50c.

Blue Overalls,

That is, we have Denims to make them. Two great values here—one lot worth 11½c going at 9c—one lot worth 17c going at 12½c.

One lot White Domet Flannel worth 12½c at 8c.

One lot White Domet Flannel worth 7½c at 4c.

New Duck Suitings for fall wear, lots of them, in Black and Navy grounds—only 10c a yard.

One special lot fine Black Satine worth 17c to go at 12½c a yard.

About 10 pieces of those White Check Muslins that are so well worth 8c. They will last but a few days—5c a yard buys them.

Now Here!

One case Ladies' "Flannelette" Underskirt patterns in grey and black stripes. Just sew them up and jump in. Dirt cheap at 25c.

One thousand yards Scrim for Curtains, the 5c quality, to go at 4c.

Beautiful Scrim with Lemon, Blue and Red stripes, fine goods and stylish now. Price 12½c.

New Swisses for curtains, the large dots sizes of dimes, quarters and half dollars—yard wide, only 15c.

One case Chenille Table Covers, yard and a half square, fringed, extra heavy, actually worth \$1.50, they are yours for only \$1.

Linens, Etc.

60 inch extra heavy all linen cream Table Damask, well worth 50c, going just now at 39c.

62 and 66 inch extra heavy and fine all linen cream Satin Damask, beautiful designs, worth 69c a yard, for 50c.

10 pieces 60 inch Turkey Red Table Damask, the usual 37½c grade—our special price 25c.

JUST 3 big drives in heavy all linen German Napkins that should attract—unequalled values these—\$1, \$1.25 and \$1.37½ per dozen.

40 inch Embroidery Linen, worth 37½c, at 25c a yard.

About 10 dozen of those large all linen hemmed Huckaback Towels—you

remember them, they were \$2.40 per dozen—now \$2 a dozen or 17c each.

21x42 inch all pure linen fringed Huckaback Towels—awfully honest value these—at 12½c each or \$1.50 per dozen.

Big lot 22x46 inch bleached cotton Huckaback Towels, about the usual 15c quality and size, only \$1.20 per dozen, or 10c each.

TWO immense bargains in fine white Bed Spreads, lovely designs, large, heavy and ready hommed, biggest sellers we have ever had. They are worth fully 33 per cent more—ask to see the ones "advertised" at 75c and \$1. Money in it for you.

Domestic Counter.

One case extra heavy Canton Flannel, unbleached, good 100 grade, by way of introduction, we make it only 8c.

One case same (both just from the mill) a little heavier and finer, actually worth 12½c, should be interesting at only 10c.

One bale fine unbleached Sea Island Cotton, yard wide—short lengths—10 to 20 yards—actual value 8c (ask for the "Nameless" cotton) 6½c.

One case Simpson's new styles mourning calicoes 6½c.

One case Simpson's new styles silver grey calicoes 6½c.

One case American Indigo Calicoes, late styles only 5c.

One case Merrimach shirring Prints, latest styles, only 4c.

One case Lancaster Mills Gingham, apron styles, only 6c.

About 8 pieces good Outing Cloth to close, were 8 and 10c—now 5½c.

Plums for Monday.

One Day Only.

One lot fine dressed Kid Gloves, in Tans, Brwns and Greys, sizes 5½, 5¾, 6¾, 7, 7½ and 8—have always been \$1.50, to close out on Monday only, at 49c a pair.

About two dozen pairs Silk Platted Hose, in steels and greys, sizes 8—sold for \$1, on Monday 33c a pair.

About one dozen pairs fine Silk Hose, cluster ribbed, in Salmon, light blue, lavender and nile, sizes 8—were \$1.37½—on Monday 49c a pair.

One pair each pink and nile green, fine spun Silk Hose, size 8, were \$2.75 a pair—on Monday 98c a pair.

4 dozen Ladies' Fast Black Lisle Threat Vests, square neck, beautiful quality, all sizes, former price 87½c. On Monday they are yours at only 29c each.

Only about 2½ dozen Dr. Warner's Celebrated "Cold Wave" Coraline Coraline Corsets remain in stock. Secure one on Monday as this will be your last chance. Monday only at 79c, other days \$1.00.

A Starter

To the fall Underwear business. One solid case Ladies' Fine Jersey Ribbed Flannel Vests, greatest 25c vests on earth. Just to give the business a lively "send off" we will make them 20c each.

GEORGE MacBAIN, Manager.

WATT, RETTEW & CLAY.